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NASA Procedural Requirements

COMPLIANCE IS MANDATORY**NPR 1387.1**Effective Date: January 09,
1999Expiration Date: January 09,
2009[Printable Format \(PDF\)](#)

Subject: NASA Exhibits Program w/Change 1 (Revalidated 01/08/04)**Responsible Office: Office of the Chief of Strategic Communications**[| TOC](#) | [Change](#) | [Preface](#) | [Chapter1](#) | [Chapter2](#) | [Chapter3](#) | [Chapter4](#) | [Chapter5](#) | [AppendixA](#) |
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CHAPTER 3. Responsibilities

3.1 Public Outreach Division

3.1.1 The Director, Public Outreach Division, NASA Headquarters, is responsible for developing policy and standards, defining requirements and objectives, delegating lead Center assignments and assessing Center performance of the NASA Exhibits Program.

3.1.2 Excluded from the overall management responsibility of the Director, Public Outreach Division, is the type of exhibits designed principally for professional and technical audiences such as at workshops, seminars, and symposiums. These exhibits usually portray special projects, equal employment opportunity, program assurance (quality/safety/reliability), and technology utilization. However, when it is in the best interest of NASA that these exhibits be shown to the general public, responsible officials will, during the exhibit planning stage, consult with their Public Affairs Office to coordinate the story line and design considerations and ensure consistency with NASA objectives.

3.2 NASA Exhibits Manager

The NASA Exhibits Manager, NASA Headquarters, will provide direction coordination, and guidance for the NASA Exhibits Program, to include procuring and managing the exhibits inventory; appraising and providing guidance for the design and construction of exhibits and procurement methodology; monitoring exhibit activities at all NASA Visitor Information Centers; and monitoring plans for participation at off-site nontraditional and traditional venues and overseas exhibitions.

3.3. NASA Center Public Affairs Offices

The Public Affairs Office at each NASA Center will designate an Exhibit Coordinator who will conduct and administer the NASA Exhibits Program as follows:

- a. Conduct and administer the NASA Exhibits Program within his or her respective geographic region as defined in Chapter 4 and in conformance with the policy and procedures set forth in NPD 1387.1 and this NPR, respectively.
- b. Have responsibility for the management and scheduling of exhibits within his/her assigned geographic region.
- c. Screen, evaluate, and act on requests for exhibits in his/her assigned geographic region in accordance with the criteria set forth in Chapter 5.
- d. Promote Agencywide display of exhibit inventory items at NASA Visitor Information Centers and for indefinite-term loans to museums and planetaria.
- e. Provide items, such as photographs, videotape, and resource materials, to permanent museums and planetaria for construction of his/her own exhibits.
- f. Recommend subjects, techniques, and particularly low-cost design and construction methods and materials for

exhibits and improvements to existing exhibits to the NASA Exhibits Manager.

g. Refer to, coordinate, or consult with the NASA Exhibits Manager regarding selected off-site venues or exhibit loan requests when--

(1) There is doubt as to whether the venue or exhibit request meets the criteria established in Chapter 5.

(2) There is doubt as to whether a short or long-term exhibit request should be declined because of excessive cost to NASA.

(3) A large domestic exhibition requires the coordinated resources of two or more NASA Centers or when the total display area, including viewing aisles, exceeds 2,500 square feet. Centers should plan on a lead time of about 6 months to negotiate, coordinate, process, and execute exhibits of this magnitude. Normally, requests received less than 3 months in advance preclude NASA's acceptance.

(4) Congressional request. NASA Centers will advise the Office of Legislative Affairs, NASA Headquarters, of such requests in accordance with the provisions of NPR 1450.4, "Handling Congressional Correspondence and Information Concerning Congressional Activities." The NASA Exhibits Manager and the Office of Legislative Affairs will coordinate the response to such requests with the cognizant NASA Center.

(5) Foreign showing. All foreign requests for a NASA exhibit or related activity will be referred to the NASA Exhibits Manager through the Center's Public Affairs Office. Center Public Affairs Officers will acknowledge receipt of a foreign request prior to referral. The NASA Exhibits Manager will consult with the Office of External Relations, NASA Headquarters, for guidance and to jointly determine if the request can or cannot be fulfilled. If approved, the Office of External Relations will negotiate arrangements with the appropriate agency(s), domestic and foreign, i.e., U. S. Information Agency, Department of State or Department of Commerce. The NASA Exhibits Manager will arrange to fulfill the request with the cognizance and participation, if required, of the NASA Center involved.

(6) Ensure ready access to NASA exhibits for people with disabilities.

3.4 NASA Centers

In the conduct of its exhibits program, each NASA Center will perform the following:

a. Negotiate and sign a loan agreement with the requester or with any entity to which NASA exhibits are loaned and will complete arrangements.

b. Monitor the performance of its exhibit management contractor, if any, and ensure that established guidelines are followed.

c. Provide a monthly report of the exhibit activity at their Center to the NASA Exhibit Manager. The report as defined in Appendix A will list the monthly total of events and visitors to NASA exhibits.

d. Obtain feedback and measure the performance of the NASA exhibits Program and provide semiannual statistics to the NASA Exhibit Manager. The statistics should incorporate feedback from exhibit organizers, exhibit requesters, and visitors. See example in (Appendix B).

e. Include any steps taken to improve the exhibits, processes, and services based on established metrics in the semi-annual submission.

f. Conduct periodic assessments at Headquarters to determine if additional data collection is required. If so, new requirements would be discussed and mutually agreed upon by both Headquarters and relevant Centers prior to implementation.

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